

Message Text

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46

ORIGIN EB-07

INFO OCT-01 EUR-12 ISO-00 L-03 FTC-01 JUSE-00 AID-05

CEA-01 CIAE-00 COME-00 EA-09 FRB-01 INR-07 IO-13

NEA-10 NSAE-00 USIA-15 OPIC-06 SP-02 TRSE-00 CIEP-02

LAB-04 SIL-01 OMB-01 /101 R

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EUR/CE - GHUMPHREY

EUR/RPE - RBRESLER

L/EB - JCROOK

FTC - JFISCHBACH

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R 240355Z APR 76

FM SECSTATE WASHDC

TO AMEMBASSY BONN

USMISSION USBERLIN

INFO AMCONSUL HAMBURG

USMISSION OECD PARIS

UNCLAS STATE 099508

E.O. 11652: N/A

TAGS: ETRD, GW, US

SUBJECT: FTC INVESTIGATION OF ADVERTISING AND MARKETING
ACTIVITIES OF VOLKSWAGEN OF AMERICA, INC.

1. FEDERAL TRADE COMMISSION (FTC) HAS INFORMED THE
DEPARTMENT THAT IT IS CONDUCTING AN INVESTIGATION OF
ADVERTISING AND MARKETING ACTIVITIES OF VOLKSWAGEN OF
AMERICA, INC., OF ENGLEWOOD CLIFFS, NEW JERSEY. THE
INVESTIGATION IS TO DETERMINE IF VOLKSWAGEN OF AMERICA
MAY BE IN VIOLATION OF SECTION 5 OF THE FEDERAL TRADE
COMMISSION ACT, WHICH PROHIBITS UNFAIR METHODS OF COMPE-
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TITION OR UNFAIR, DECEPTIVE OR MISLEADING ACTS OR PRACTICES

IN OR AFFECTING COMMERCE. FTC ADVISED THAT THE INVESTIGATION IS LIMITED TO ACTIVITIES IN THE U.S.

2. REQUESTED ACTION. SINCE VOLKSWAGEN OF AMERICA, INC. IS A SUBSIDIARY OF VOLKSWAGEN A.G. OF GERMANY, ADDRESSEES ARE REQUESTED TO NOTIFY THE ECONOMICS MINISTRY AND THE FEDERAL CARTEL OFFICE OF THIS ACTION PURSUANT TO THE 1967 OECD RECOMMENDATION. SISCO

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Margaret P. Grafeld
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